

ABSTRACT OF THE DISCLOSURE

There is described a biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and either an ethylenic polymer component (preferably 0.2% to 8% by weight of core layer) or a styrenic polymer component (preferably 0.2% to 25% by weight of core layer). The films have a dynamic loss modulus (E''), at 3 Hz and 25°C, of 28 to 136 MPa (TD) and/or 73 to 135 MPa (MD) as well as a dynamic storage modulus (E'), at 3 Hz and 25°C, of 630 to 2800 MPa (TD) and/or 1300 to 3000 MPa (MD). These films are suitable for use as a label facestock with improved conformability for example to provide improved labels for squeezable containers.